

MAR 13 2009

FACSIMILE COVER SHEET

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From: Leonard P. Linardakis, Esq.

Date: March 13, 2009

Number of Pages Including Cover: 22

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for Continued Examination (1 pg.); and
- 4) Amendment (18 pgs.).

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Appl. No.: 10/749,110

Applicants: Chad LESTER, et al.

Filed: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

TC/A.U.: 2446

Examiner: Willow W. Noonan

CERTIFICATE OF FACSIMILE TRANSMISSION

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Approved for use through 10/31/2002. OMB 0651-0031

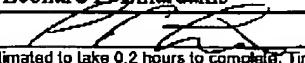
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	10/749,110
		Filing Date	December 29, 2003
		First Named Inventor	Chad LESTER
		Group Art Unit	2446
		Examiner Name	Willow W. Noonan
Total Number of Pages in This Submission		Attorney Docket Number	Google-33/APP (GP-086-00-US)

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): - Request for Continued Examination ("RCE")
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Leonard P. Linardakis (Reg. No. 60,441)
Signature	
Date	March 13, 2009

CERTIFICATE OF FACSIMILE	
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Signature	
Date	March 13, 2009

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0851-0032

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FEE TRANSMITTAL for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT **(\$)** **810.00**

<p>Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.</p> <p>FEE TRANSMITTAL for FY 2008</p> <p>Effective 09/30/2007. Patent fees are subject to annual revision.</p> <p><input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27</p> <p>TOTAL AMOUNT OF PAYMENT (\$) 810.00</p>		<p>Complete if Known</p> <table border="1"> <tr> <td>Application Number</td> <td>10/749,110</td> </tr> <tr> <td>Filing Date</td> <td>December 29, 2003</td> </tr> <tr> <td>First Named Inventor</td> <td>Chad LESTER</td> </tr> <tr> <td>Examiner Name</td> <td>Willow W. Noonan</td> </tr> <tr> <td>Art Unit</td> <td>2446</td> </tr> <tr> <td>Attorney Docket No.</td> <td>Google-33/APP (GP-086-00-US)</td> </tr> </table>	Application Number	10/749,110	Filing Date	December 29, 2003	First Named Inventor	Chad LESTER	Examiner Name	Willow W. Noonan	Art Unit	2446	Attorney Docket No.	Google-33/APP (GP-086-00-US)
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FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid
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1052 50	2052 26	Surcharge - late provisional filing fee or cover sheet	
1053 130	1063 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 130	2251 65	Extension for reply within first month	
1252 490	2252 245	Extension for reply within second month	
1253 1,110	2253 555	Extension for reply within third month	
1254 1,730	2254 865	Extension for reply within fourth month	
1255 2,350	2255 1,175	Extension for reply within fifth month	
1401 540	2401 270	Notice of Appeal	
1402 540	2402 270	Filing a brief in support of an appeal	
1403 1,080	2403 540	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 540	2452 270	Petition to revive - unavoidable	
1453 1,820	2453 810	Petition to revive - unintentional	
1501 1,510	2501 755	Utility issue fee (or reissue)	
1502 880	2502 430	Design issue fee	
1503 1,190	2503 685	Plant issue fee	
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1808 180	1808 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))	
1801 810	2801 405	Request for Continued Examination (RCE)	
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Signature			Date	John C. Pokotylo

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